

READERS'  
ROUTER

# shipping

## MANAGEMENT

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THE "HOW-TO" PUBLICATION OF PACKAGING, TRAFFIC AND SHIPPING



Below: R. C. Williams' own fleet of motor trucks parked outside the warehouse. For loading and unloading they are backed into the truck bays and up to the loading platform within the warehouse, protecting them from the weather. Import shipments for the warehouse are picked up by these trucks, and export shipments delivered at piers throughout the Port of New York.

The new million dollar warehouse of R. C. Williams & Company is located in the Bronx, N. Y. The modern building, shown above, has 140,000 square feet of storage space and about 12,000 square feet of office space. It is equipped with the most up-to-date automatic machines for speeding handling and delivery of shipments. For more pictures and complete story see page 10.





# THE MOST TALKED ABOUT GUMMED TAPE DISPENSERS ON THE MARKET!

## DERBY'S

*Fabulous  
Anniversary  
Models*

SUPER  
DERBY

# "152"

Priced Far Lower  
Than Any Comparable Machine!

The star of the trade shows! . . . the most talked about gummed tape dispenser on the market! And no wonder! It's a machine that has been two years in designing, building and testing! Derby has always built fine machines and the Super Derby "152" proves it! So many big machine features . . . so many exclusive new Derby features . . . make its low, low price truly sensational!

- Exclusive Spring Clutch Feed
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- Dispenses 1" to 3" width tapes
- Visual Auxiliary Water Reservoir
- Single Brush Moisture Control System
- Adjustable Variable Length Slotted Handle
- Sturdy Interlocking Side Frames
- Automatic Tape Cut-Off
- Visual Measuring Scale

See Your Dealer Or Write:



**DERBY SEALERS, INC.** DERBY, CONN.



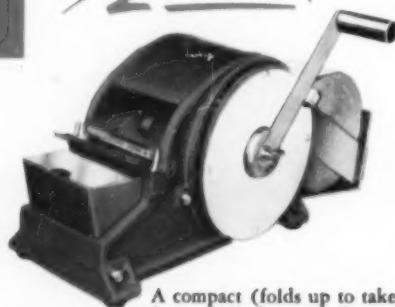
CUT-OFF BLADE IS GUARANTEED  
FOR THE LIFE OF THE MACHINES!

### GIANT ECONOMY

A New Gummed Tape Dispenser With  
All the Quality Features of Heavy Duty  
Machines At About

$\frac{1}{2}$  the COST!

**DERBY**  
**"15"**



A compact (folds up to take even less space) dispenser for gummed tapes from 1" to 3" wide. Has many of the unusual features of the Super Derby "152." Auxiliary Water Reservoir available.



# Metered mailing is money-saving!

A Pitney-Bowes postage meter in your shipping department can save up to 50% of the time now spent on parcel post mailing. Because...

*Printing* postage is much faster and easier than picking out, licking and sticking stamps. So, the inevitable day-end peak of packages can be handled without missing trains and planes... without expensive over-time.

This PB postage meter can be "set" at the postoffice for as much postage as you want to buy. It prints the exact amount of postage needed for any parcel on special gummed tape, delivered wet or dry, as you please. You never run out of needed denominations... never have to hunt for the right stamp or combination of stamps. Just set levers

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THERE'S a Pitney-Bowes postage meter, hand or electric, for every business large or small. Ask the nearest PB office for a demonstration—or send the coupon for a free illustrated booklet.

**FREE:** Handy chart of postal rates with parcel post map and zone finder.

PITNEY-BOWES, INC.  
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Please send free illustrated booklet to:

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**PITNEY-BOWES**

## Postage Meter

PITNEY-BOWES, INC., Stamford, Conn.

Originators of metered mail. Leading makers of mailing machines.  
Branches in 94 cities in the United States and Canada.

# FOR BETTER SHIPPING

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**IMPROVED CUSHIONING** gives you the maximum interior cushioning protection available and fits nearly any product or assortment you can name. For FREE INFORMATION on how to SAVE MONEY on packaging just check 1.

\* \* \*

**USE REINFORCED** gummed tape to cut sealing time. Only two strips are used because the tape is backed with rayon yarns . . . the same yarn used in the best auto tires for superior shock absorbence. FREE SAMPLES by checking 2.

\* \* \*

**FELT-TIP MARKER** writes and draws on wood, cardboard, paper, glass, plastic, metal, rubber . . . almost everything. Improved pen holds more ink than any other. Correct pocket size. FREE INFORMATION by checking 3.

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**LOW COST SEALER** offered by manufacturer was two years in the making. Has all the features of heavy duty machines with one exception: the price. Features include, visual auxiliary water reservoir, feed stop for predetermined lengths up to 30", dispenses 1" to 3" width tape. For FREE BOOKLETS check 4.

\* \* \*

**TAPE DISPENSER** manufacturer wants you to try anyone of his three tape machines for a three day trial. To get in on this FREE OFFER check 5.

\* \* \*

**SIMPLIFY YOUR MAILING** problems with new mailing scale that ends weighing bottlenecks. Just put your package on this parcel post scale—press the zone key—and the correct amount registers. For FREE DEMONSTRATIONS or DESCRIPTIVE LITERATURE check 6.

\* \* \*

**SPECIALLY DESIGNED INK** for the shipping room enables you to save money and at the same time facilitate the handling of your shipments. FREE GUIDE by checking 7.

\* \* \*

**GET ENGINEERED DESIGNED** containers that are tested, improved and retested until a practical-to-produce container evolves that is right for your needs. Quality control methods insure low-cost production with the precision that means easy box assembly and maximum strength. FREE RATES by checking 8.

**DOUBLE PACKAGING** protects your tape. More than a convenience in storing, it means that your tape will be "mill fresh" when you are ready to use it. Packed in moisture proof bag and then in corrugated carton. Protected from damage. FREE INFORMATION just check 9.

\* \* \*

**PUSH A BUTTON** and get the exact tape you need. Actual reports show a 20% to 45% saving in time and tape. Learn about this machine. FREE TRIAL OFFER in your plant by checking 10.

\* \* \*

**CUT LABELING COSTS** 30% with new machines that unskilled operators can master handily. No adjustments required for varied shaped labels. FREE INFORMATION by checking 11.



**EFFICIENT GLUING** methods will end your problems of attaching labels. Ungummed labels applied to stay, faster and with less fuss and bother. New liquid glue refuses to crystallize. FREE TRIAL, check 12.

\* \* \*

**POWERFUL ADHESIVE** makes this super-standard gummed sealing tape part of the carton. One thickness reinforces the vital spots of the carton. Test a FREE ROLL in your own machines by checking 13.

\* \* \*

**ONE-HAND TACKING** is faster and cheaper. This product has rapid gripping action and take-up jaw for low maintenance. 36 different models and 80 staple sizes for any use. Check 14 for FREE BOOKLET.

**QUALITY GUMMED TAPE** that offers color variety and uniformity is what you look for in a tape. Test this high standard tape that sells at standard tape prices, check 15 for FREE SAMPLE ROLL.

\* \* \*

**GUMMED FILAMENT TAPE** . . . faster, better for Parcel Post. Gives your packages a better appearance and affords more protection. This tape can not damage the container. Sample roll and complete data can be had FREE by checking 16.

\* \* \*

**HERE'S THE ANSWER TO** your identification problems. A new type stencil which will also speed your product handling. Also, cuts down shipping loss and delays. For FREE stencil cut with your name and address plus information check 17.

\* \* \*

**TAKE THE WORK** out of stapling cartons. Write for the booklet that shows you how to eliminate cumbersome stapling machines. For FREE information put check next to 18.

\* \* \*

**USEFUL WALL CHART** handily answers questions about new postal rates and all other mailing info. The 4th Class Rates cover latest revision. Receive FREE CHART by checking 19.

\* \* \*

**WATER RESISTANT PROTECTION** with this gummed tape made to meet government specifications and to offer all around protection against moisture for wrapping, covering. For FREE INFORMATION, check 20.

\* \* \*

**PLYWOOD SAVES WASTED DOLLARS** by supplying the vital protection needed against normal jolting and jarring during transit. These lab-tested containers will give you greater protection, less damage claims, and will cut assembly time of your old containers. Get FREE ILLUSTRATED BOOKLET on how plywood cuts your shipping costs by checking 21.

\* \* \*

**SHIPPING & TRAFFIC HEADACHES ANSWERED** . . . the new 1955 Better Shipping Manual will contain information and data on hundreds of subjects. Articles on military packaging, containers, sealing, etc. will be up-to-the minute. FREE DETAILS by simply checking 22.

## Dear Editor

Dear Editor,

Thank you for the copy of your survey report "An Industrial Headache Is Taken Apart and Analysed".

Our request for a copy of the report was based on our interest in information which might be helpful in connection with our participation in decisions relative to packaging material used in our operations.

We find your report quite interesting and congratulate you on the clarity of your graphic presentation.

R. R. BUTLER  
ASST. PROMOTION MANAGER  
HAMMERMILL PAPER CO.  
ERIE, PA.

Dear Editor,

I have read all of Mr. Dominie's articles for the past few years and have found them very enlightening and interesting.

In the December, 1954 issue of the subject of insurance on parcel post was covered. I read the article and found much common sense in it. The only confusing part to me is the sales terms such as F.O.B. point of origin.

Doesn't the consignee of such terms take title to material on presentation to post office relieving the shipper of any further liability?

Would it not be feasible for the consignee to ask the consignor to insure the shipment and add the cost to the invoice?

I would appreciate it very much if this could be clarified for me.

Sincerely,  
D. Labo  
Traffic Clerk  
Chrysler Corp.  
Trenton, Michigan

Because of the variations in law from state to state, Mr. Dominie has been unable to answer the questions raised by his column as yet. However, he is checking and will answer these questions in his columns in the very near future. If any of our readers have any knowledge of the laws we would be glad to print their contributions. —J.H.F.

Dear Editor,

We wish to refer you to your January 1955 issue and the article on page 20 entitled, "Details of SIMPHE's 'Best' Containers".

Our interest in this article centers on the first sentence of the caption describing those photos on top of the page. Mention is made here of the fact that the required two cartons and barrier bag have been assembled and placed in the master shipping container.

We wish you would clarify the one question this arrangement has raised in our minds, namely, how the sealing of all seams and openings of the V-board containers with JAN-P-127 tape is accomplished? Naturally this question pertains only to the top flaps, since we assume that the bottom ones and the stitched seams were taped prior to assembly.

Very truly yours,  
R. Wilms  
Service Packaging Co.  
Roselle Park, N. J.

Do any of our expert readers have the answer to Mr. Wilms' question? If so, please write in!

MEN — METHODS — MATERIALS

\* \* \*

**you can Pack Anything with**

**PROTEX**

AMERICAN EXCELSIOR CORPORATION  
CHICAGO, ILL.

**SUPERIOR CUSHIONING  
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and save money, too!**

PROTEX pads and blankets give you the maximum interior cushioning protection obtainable and fit virtually any product or assortment you can name! The cost is substantially lower than most other forms of interior cushioning and take only a fraction of the time to pack. Avail yourself of this important money-saving clean method of packing. The protection your products get is superb...resists all forms of shock and protects the finish of the product as well. Ease of packing, availability of ample supplies of packing material on hours notice are important too...you don't have to order far in advance of production or store supplies all out of proportion to their rate of consumption.

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**NATIONWIDE SALES & DISTRIBUTION**

# **PACKING A PUNCH**

Establishment of a new executive post of "Director of Physical Distribution" for multi-plant companies whose materials handling, warehousing, and transportation programs suffer from duplication and lack of integration is advised by John D. Sheahan of the distribution and materials handling consultant firm of Drake, Startzman, Sheahan and Barclay.

Positioned high enough to oversee the whole company operation, and with authority to originate or influence company policies affecting physical distribution, the Director would be able to develop successful methods and coordinate them into a company-wide, standardized program.

Standardization of handling procedures in a multi-plant company has at least three advantages: efficiency of local management is raised to the extent its present practices fall short of standard; each local management is prepared to handle loads received from another plant; and uniformity in practices facilitates supervision and coordination.

## **Director Controls Distribution**

The Director would have the responsibility and authority to plan, schedule and control all physical distribution activities. These include materials handling, warehousing, layout, packaging, transportation, and inventory management. It would be his responsibility to: establish distribution policies and insure their successful application; familiarize carriers with the company's distribution problems and enlist their compliance with company requirements; and analyze and institute layouts, methods and procedures to effect maximum efficiency.

## **Three Benefits**

By establishing such a position, management benefits in three ways:

1) With physical distribution functions coordinated organizationally at a high level, they can in turn be integrated properly into other company activities. The Director can advise, for example, when sales programs are formulated without regard for the impact on transportation and warehousing, or when purchasing policies

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MARCH, 1955

# **shipping MANAGEMENT**

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A HOFFMAN PUBLICATION

SHIPPING MANAGEMENT, MARCH, 1955

# "New containers cut our freight costs 30%"

says *Curry W. Stoup,*  
*American Kitchens'*  
*General Manager*

"We knew that the *shipping package* was the key to our *shipping costs*," continued Mr. Stoup.

"So we asked Atlas Plywood to help us. They developed a lab-tested Ply-Fold crate that enabled us to pack more units to a car — enough to cut freight costs by 30%. Naturally I'm a booster for their Ply-Fold crates.

"Atlas Plywood's lab-testing methods give us other big savings, too. The new containers are stronger, so our kitchen cabinets, sinks, and dishwashers carry better. They are easier to assemble and are better all around. This is good for the customer — for our products — and the company profits. Everybody gets more for his money."



"*Kitchen beauty*" is what American Kitchens make — and what American housewives buy. Beautiful sink units like this are safely packed in Atlas Plywood Ply-Fold crates . . . can't move inside . . . stack better with more units to the car.



Ply-Fold crates come partially assembled, with smooth outer edges that permit speedy closure by air tackers. With these smooth sides there's no way for one case to damage another — a big advantage in both shipping and storing.

**FREE Booklet!** New, illustrated 24-page booklet, "How Atlas Plywood Cuts Your Shipping Costs . . . Safely," may help you avoid needless product damage or too-high freight costs. Write — or see your Atlas Plywood representative (see Yellow Pages). Learn about the laboratory where Atlas Plywood containers win their lab-tested label. Atlas Plywood Corporation, Dept. SM-7, 1432 Statler Building, Boston 16, Mass.

## Atlas Plywood

CORPORATION  
FROM AMERICAN FOREST TO FINISHED PRODUCT  
PLYWOOD CONTAINERS • FLUSH DOORS • HARDWOOD PANELS



# WHAT does this tape test prove?



- Reinforces container
- Dust-tight, moisture-resistant
- Easy to apply and open
- Protects against pilfering
- Printed tape advertises
- Economical

**M-J**  
COMET and TANGLEFOOT  
SUPERSTANDARD TAPES

## McLAURIN-JONES SEALING TAPES

**M-J Comet**

**M-J Tanglefoot**

**M-J Hyflex Glas-Tape**

**M-J Solseal (Waterproof)**

All available plain, colored or imprinted. Standard grade Tanglefoot and Sunrise also available.

Tear a strip of M-J Comet or Tanglefoot off a carton. You'll notice that part of the carton comes off with the tape.

What's that prove? That M-J's powerful adhesive welds so firmly, the tape becomes part of the carton itself! What's more, you need only one thickness of M-J tape to reinforce the vital spots of the carton. The tough, long-fibered Kraft gives extra protection to the corners, edges and seams.

Prove the strength of M-J Comet or Tanglefoot yourself . . . try a roll in your taping machine soon.

McLAURIN-JONES COMPANY      Headquarters: Brookfield, Massachusetts.      Offices: New York      Chicago      Cincinnati      Los Angeles  
Mills: Brookfield & Ware, Mass.      Homer, La.

## McLAURIN-JONES TAPES

DATE: APRIL 18-21, PLACE: CHICAGO:

## **AMA'S 1955 PACKAGING SHOW**

**SOME 30,000 BUSINESS EXECUTIVES** from all parts of the United States and a number of foreign countries are expected to attend the American Management Association's 24th National Packaging Exposition.

The show, to be held April 18-21 in the New Exposition Hall and the South Hall of Chicago's International Amphitheatre, will set records for attendance, area, and number of exhibitors, spokesmen for the A. M. A. predicted. More than 330 exhibitors already have reserved more floor space than the total area occupied by last year's record-breaking exposition.

### **Expect 375 Exhibitors**

By the time the Packaging Exposition opens its doors at 10 a.m. April 21, approximately 140,000 square feet of floor space will be occupied by some 375 exhibitors, according to the A. M. A.'s projection of current figures. At the 1954 show, held in the Conventional Hall in Atlantic City, N. J., area totaled some 130,000 square feet and number of exhibitors, 361; 24,200 visitors attended. The last time the show was held in Chicago, in 1953, 350 exhibitors took up 125,000 square feet of Navy Pier to show products used in the packaging, packing, and shipping of industrial and consumer goods; more than 27,000 persons attended.

Although the show has been held in Chicago seven times in its 23-year history this is the first time it has been scheduled for the International Amphitheatre. The size of the Amphitheatre, with its newly constructed street-level Exposition Hall,

makes it possible to put on one floor the complete panorama of the newest developments in one of the country's fastest-growing industries.

Trends in both the technical and merchandising aspects of packaging will be summed up at the accompanying AMA Packaging Conference. More than 1,500 packaging executives and technicians are expected to attend the conference, which will be held April 18-20 at the Palmer House, Chicago. Topics on the three-day program will re-

Right: Paul Vogt addresses 1954 Convention.



Left: Messrs Anderson, Tritton and Sackett, caught in moment of discussion during 1954 Forum at Atlantic City.



flect the increasing inter-relationship of packaging and marketing and the tendency of American business to give packaging staffs representation in the highest councils of management.

Industrial packaging and packing will receive more attention at the 1955 conference than ever

(Continued on Page 26)

# Automatic Equipment Speeds Shipping In New Million Dollar Warehouse

Right: Part of the interior of the warehouse, showing assembled outgoing orders being taken off the flats at the end of their travel on the conveyor. From here these orders will be shifted to the truck loading platform for delivery to customers or to steamship piers in the New York-New Jersey Port for shipmen to overseas market.

Shipments at the warehouse are handled both by rail and motor truck. Below, a carload of canned carrots is unloaded directly into the warehouse from a rail car on a siding alongside the building.



Above: This "merry-go-round" type of conveyor surrounds the main storage space of the warehouse. Orders are assembled on the flats as they circle the area. The conveyor is located under the floor and the flats, connected to it through a slot, can be removed or attached as needed.



Left: The enormous storage space available in the warehouse is evident from this picture, taken looking down one of the aisles between high tiers of food products of every description.



Above: Packing of export shipments begins here, where orders are assembled, checked and packed in cartons or other containers. Right: Strapping of cartons completes job.

All photos courtesy  
Port of N. Y. Authority  
and "Via Port of N. Y."



### Photo of the Month

The new, ultra-modern million dollar warehouse of R. C. Williams and Co. with its powered truck lines, conveyorization, fork trucks, automation and other devices, has created much discussion in the New York area. It was not strange therefore that the Port of New York Authority would print a complete story and two page lay-out of pictures in its house organ "Via Port of New York," about this new building, especially since so much of R. C. Williams Co. products service the Port. That part of the lay-out which is reprinted here, through the courtesy of "Via Port of New York" and the photographs on our cover are of especial value to traffic and shipping executives. Had "Shipping Management's" own staff writers gone out on the job they could not have brought back more pertinent pictures for a Shipping Department of the Month story.

In this big flat, one-story building located in the heart of a metropolis, with its loading docks and railroad spurs, the modern idea of an efficient storage and shipping center has been brought to its ultimate development. As the pictures on these pages indicate, the new warehouse is a model of efficient, clean, rapid economical distribution.

The warehouse is adjacent to the Oak Point yard on the East River of the New York, New Haven & Hartford Railroad, and rail cars can be brought directly alongside the building on spur track. There is ample berthing space for the company's own fleet of trucks and others at a back-up platform located within the warehouse, protected against the weather.



Much space in the warehouse is occupied by the many food products which R. C. Williams imports from all over the world for its customers. Here mustard from Germany is stowed by a fork lift truck to await distribution.



Left: Car of type now being offered for merchandise service by some railroads.

EXPERT OFFERS PLAN FOR A

## National Merchandise Transportation Service

By R. F. BOHMAN  
Traffic Consultant

**THIS COUNTRY NEEDS A REAL** merchandise transportation service.

The express service is nothing but a "parcel" service; its chief advantage is that it goes nearly everywhere.

The motor carriers go everywhere but only through the medium of connecting carriers that have enough minimum rate restrictions to make it difficult to use them for long hauls.

The freight forwarders are limited in their scope, and in their rate levels.

There is thus still a field for a NATIONAL MERCHANTISE TRANSPORTATION SERVICE. One that goes everywhere, and at reasonable rates. It is believed the railroads could fill that sphere of operations if given a half-loaf instead of the full-loaf they are asking.

So, let the railroads get on the highways with their merchandise! That would be in the public interest! Let them re-organize the Railway Express Agency into a true merchandise service. Let them carry anything over the highways that pays their (railroads) present less carload rates—or rates comparable to the lowest carrier or freight forwarder rates.

At least let them do that as to traffic between points now served by the railroads. If they wish to go into the countryside well and good, but this is not really vital to the proposal. If they are

given this privilege, let them have the same scope of terminal areas or commercial zones their competitors have.

### Merchandising and Merchandise Era

Presently we live in a great era of merchandising and merchandise. Merchandising, in that never before have the forces of advertising been so scientifically and completely put to use; merchandise, in that never before have merchants lived on such short-time inventories. In most instances merchandising and merchandise now bypasses the wholesaler, which means that there are more direct factory to merchant shipments than ever before in our history.

Without detailing statistics for proof of the obvious, let us note the agencies engaged in transporting merchandise. By merchandise is meant less-than-full truckload, carload or planeloads. There is the

### EXCLUSIVE MERCHANTISE CARRIERS\*

- Parcel Post Service
- Railway Express Agency
- Freight Forwarders
- Airplanes

\*Or practically so

(Continued on Page 29)



Pat Cruse, loads a pallet from four-wheel carts, upon which the sugar was brought from a railway store room. (Extreme left.) (Left,) Still on the pallets, seven 100-pound sugar bags are stacked in van simply by tilting the twin-tilt arrangement on the two-wheeler.

## Lever Principle Enables Two-Wheel Truck To Do Double Duty

Archimedes, more of a scientist than a business man, is reported to have said, "Give me a lever long enough and a fulcrum strong enough, and single handed I can move the world."

A Cincinnati, Ohio hauling contractor, though he isn't moving the world, has successfully used the lever in business—in the form of a two-wheel truck with a double-tilting attachment to save himself and his clients money, time and labor.

He is Elmore J. "Pep" Beiersdorfer, who started out to find a device which would cut down the physical wear and tear on himself and his employees, and discovered an idea in materials handling which is showing concrete results in all phases of his operation.

Beiersdorfer hauls tremendous amounts of sugar, flour and allied products for bakers, candy-makers and others. He had found a standard two-wheeler useless in his operation, as the metal bow of the truck invariably tore the paper bags when several 100 pound sacks were stacked up. So he and his men were hauling the stuff on their backs.

The average hauler, Mr. Beiersdorfer points out, can handle about four truck loads of sugar

a day, handling the bags individually. Figuring 100 bags per truck load, this comes to 400 bags of 100 pounds each, or 40,000 pounds. That's tough on a man's back, or even on two men's backs.

So he drew up plans for a two-wheeler with  
(Continued on Page 25)



Left: Unloading at the Cincinnati Preserving Co., driver Luther Black uses another twin-tilt truck to pick up the sugar-loaded pallets and roll them from van to store room. Right: At the Cincinnati Preserving Co., Black stacks the sugar bags, on their wooden pallets, so they are easily accessible for the user.



Left: At Kern Foods, Inc., where the store room faces on a narrow alley, skids are run from van tailgate to floor. The steep incline necessitated construction of braces on twin-tilt truck so one man could skid truck down to floor. Right: Sugar is stored neatly and ready for use, simply by tilting the mechanism on the two-wheeler. Without the skids Pep Beiersdorfer rigged, two to three men would have been required for this unloading operation.



**IN A RECENT COLUMN** we explained the advantages of having trucks make daily pick-ups at the shippers' door on a scheduled basis. Readers of this column will recall we pointed out that it eased the burden on the loaders of the truck, speeded truck loading, cut delivery time, and relieved the normal congestion at the shippers' loading dock late in the afternoon or early evening when the majority of truckers pick up.

This also allowed the shipping department to thoroughly systematize its planning and scheduling so that certain truck orders could be run down the line at various times of the day on an exact schedule; so that the orders would be ready for the trucks at the time of arrival and therefore would take up less floor space in accumulating loads for the various truckers. The sum and substance of the previous article was to stress the speed with which the shipping department could work under such a schedule.

\* \* \*

What was not stressed in the preceding article was the fact that customers' orders could also be expedited more efficiently and in many instances could gain one to two days over any other system in effect.

To accomplish this we must now bring into the picture one of the most important divisions of any concern that handles a large volume of orders and that is the order department. Normally an order department

would type or have run off on IBM machines the orders as they are received with no particular preference being given to states or dealers. The net result would be that orders would be received in the shipping department from the order department completely jumbled as to their ultimate destination.

#### Order Department Expedites Systematic Shipping:

- Thru Integrated Tie-In
- Organized Charting
- Geographical Allocation

However, we have found that a well integrated tie-in with the order department can enable us to accomplish much faster delivery to the consignee.

First, the traffic department gives to the order department a list of the trucking or forwarding concerns which service all of the states in the Union. In addition to this list, a second list is given to the order department stating the pick-up time of the various trucks which service these states.

Now for a fairly simple explanation of the way the order department would work.

In the order department let us say we have three girls who are typing up shipping orders from the original purchase orders sent in by the consignee. Each of these girls is given a certain number of states to handle. For example, girl #1 may be given states alphabetically from "A" to "L"; girl #2 states

alphabetically from "M" to "R" and girl #3 alphabetically states "S" through the end of the alphabet.

Now to further simplify our explanation let's assume that girl #1 is typing up orders for the States of Alabama, California, Georgia, Idaho, Kentucky, and Louisiana. These purchase orders from the dealers are of course sorted before they get to the girls and each girl receives only purchase orders pertaining only to those states which she services. Now under normal procedures the girl would simply sit down and take the orders at random, type them up, put them in a pile and the orders would eventually reach the shipping department where they would be sorted and scheduled. A pick-up from the girl servicing these states would probably require four pick-ups a day.

Now if a girl has in front of her the trucking concerns which service these states as well as the time that these truckers can pick up she can sort her orders accordingly. For example, the following chart might be her listing of the trucks which service her states:

(Alabama	10:00 A.M.
(Louisiana	
(Idaho	2:00 P.M.
(California	
(Georgia	4:00 P.M.
(Kentucky	5:00 P.M.

Now it can be seen that the order typer has before her a list

*(Continued on Page 24)*

Cargo going down! Huge trailer truck rides on to platform. Platform rises as shown above. Whoosh! Wheat cargo swishes out of truck.

## Upending Trucks Spills Cargo, Rockets Deliveries



**TRUCK UNLOADING TIME** has been cut in half at General Mills' Los Angeles plant with a newly-installed truck dump and an electronic weighing device which automatically reads, records and totals exact wheat weights. The new set-up also controls the flow of material into the plant.

Shipments of wheat into Los Angeles by truck have been on the increase in recent years. Until the new equipment was installed, only one unloading system was used for both boxcars and trucks. Two scale hoppers with a capacity of 5,000 pounds a piece were used, with weights transmitted to two dial heads which electrically recorded the figures on a graph. It was a fairly slow method, but adequate as long as truck unloading was done with power shovels.

The new truck dump, however, drastically reduces unloading time by simply tilting giant grain trucks on end, spilling wheat out the back. This speed-up made it necessary to accelerate the method by which material was moved through the scales to the headhouse bins.

The answer was found in electronic devices. Separate unloading hoppers for trucks and boxcars have been installed. Gates into the hoppers are controlled from the scale by air slides. The hoppers empty into a common conveyor going to a lofting leg which moves the wheat to two scale hoppers. The scale hoppers are equipped with air-operated valves, both top and bottom.

Wheat flows into the scale hoppers until they are filled to approximately 4,500 pounds. At this point an electric shutoff device closes the inlet valve. After a brief pause to insure accuracy, the exact weight is read and recorded by another electronic device. This weight is sent to an adding machine which totalizes the weight of each truck or car.

When the weight is recorded, the bottom valve

of the weighing hopper opens to empty the contents. This valve closes when the hopper is empty and the inlet valve automatically opens to fill the weighing hopper again.

After it is weighed, wheat is distributed to any one of eleven house bins. Controls which handle this distribution are now located in the scale room—another big time-saver.

### Bulkhead Permits Mixing Of Iced and Non-Iced Goods

A special fir plywood bulkhead which permits mixed shipments of refrigerated and non-refrigerated goods in the same trailer has been developed by Consolidated Freightways of Portland, Ore.



Refrigerated portion of trailer is shown being loaded. Special fir plywood bulkhead permits mixing of refrigerated and non-refrigerated goods on one truck.

Although exact figures are not available, considerable savings result because only a portion of a trailer has to be refrigerated and because incomplete trailer loads have been eliminated. Loadings are further protected because confining the refrigeration to perishables protects other

(Continued on Page 33)



## SIPMHE National Officers Meet In Philly; Convention Dates Set

For the first time, a National Board meeting of the Society of Industrial Packaging and Materials Handling Engineers was held away from Chicago. Scheduled to coincide with the Philadelphia Regional Division meeting, the January 24 Board Meeting at the Warwick Hotel had a higher percentage of National Officers attending than recent similar events in the Headquarters City.

Much of the program was concentrated on the national functions of the Society: C. J. Carney, Managing Director, outlined plans for the 10th Anniversary Triple-Feature Meeting, including the Show, Competition and Technical Short Course, to be held in New York, September 19-22, 1955. Stanley Price, Western Electric Co., Chicago, Chairman of the Board, gave a short history of SIPMHE, since its formation, 10 years ago. Earl B. Candell, General Electric Co., Cleveland, President, outlined the objectives and achievements current Committee Projects.

## Engineers To Demonstrate At Materials Handling Exposition

The American Material Handling Society, which will sponsor the National Materials Handling Exposition at the International Amphitheater in Chicago May 16-20 has announced that a conference on materials handling techniques conducted by the engineers who use the equipment will be held simultaneously.

The Society, which has more than 4,000 members believes that most industrial executives will profit by talking to the engineers who will man the booths of the manufacturers of the equipment. Actual demonstrations, discussions of systems, comparisons of different types of equipment and the potentials and limitations of different machines are on the program.

All of this the Society feels will make the Sixth Exposition broader than any of the previous gatherings. More than 200 companies will exhibit at the show. D. A. Gillespie, society president, has appointed L. J. Riege, materials handling engineer, United States Gypsum Co., Chicago, as chairman of the conference.

## MH Training Conference To Attack High Costs Problems

Companies suffering from materials handling headaches—and consequent high cost problems—and who want to organize a vigorous attack on handling costs—were invited to send a representative to the Second Annual Material Handling Training Conference to be held June 19—July 2 at Lake Placid, New York.

"American industry undoubtedly loses hundred of millions of dollars a year because of inefficient material handling methods," James R. Bright, Director of the Conference, declared. "The aim of the Conference is to provide a practical, how-to-do-it training program for company executives on a middle management or staff level. Eighteen of the Nation's outstanding material handling men from the teaching staff—each is an expert in a particular type of handling. This Conference provides a practical and efficient way to train a material handling engineer, or to bring a firm up-to-date on handling equipment and methods."

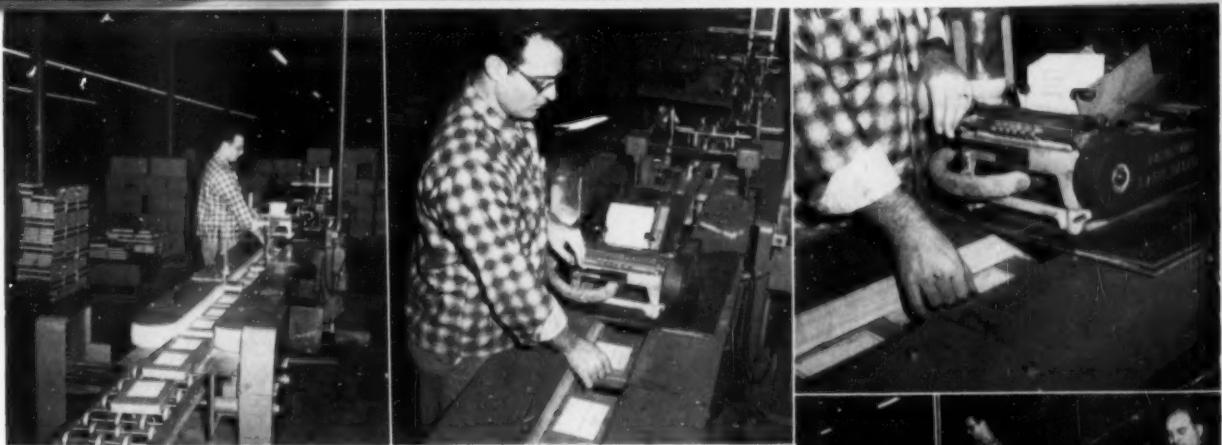
The two-week, 90 hour study course will encompass all phases of material handling and storage, including unit loads, bulk materials and parts-in-process. More than 200 kinds of material handling equipment—industrial trucks, conveyors, and overhead handling systems—will come in for critical analysis. The latest developments in each class of equipment will be examined.

## New SIPMHE Chapter Formed In Central Pennsylvania

The recent Philadelphia Regional Meeting of the SIPMHE, held at the M. L. A. Club, Philadelphia with W. W. De Witt, presiding, heard Mr. L. Wall of the United Can Co., New Village, New Jersey, announce the formation of a new SIPMHE chapter for Central Pennsylvania. The first meeting was held at Gettysburg during November. Approximately 65 packaging engineers were to attended the first meeting.

Philip Gelbar, Naval Air Experimental Station, Philadelphia, described some new developments in the packaging field. Mr. Gelbar also notified the group that SIPMHE has been chosed to set up standards for the pallet industry.

Robert Anderson, Packaging Chief of the  
(Continued on Page 28)



## Labeling Equipment Ends Book Shipping Bottleneck



The new Prentice-Hall plant at Englewood Cliffs, New Jersey, written up in last month's Shipping Department of the month story is equipped with the latest facilities for the packaging and mailing of books. One of the most interesting aspects of the shipping operation is the assembly line used in the packaging and addressing of individual books for book club members.

The individual-book packaging line begins with a belt conveyor feeding a carton glue-sealing machine. Die-cut, corrugated cartons are put down on the conveyor, flat (knocked down). The books are placed on top of the flat cartons, and both are carried into the sealing machine. There, the carton flaps are folded over and sealed.

The finished packages are then carried by the conveyor under a label posting machine. The speed of the packaging operation is double that under previous methods. However, with the assistance of the engineering staff of the Petdevin Machine Company, Prentice-Hall was able to get a label posting machine which can keep up with the maximum speed of the conveyor. Steps: 1. The individual book packaging line. 2, 3. Closeup of labeling operation. Operator puts label on carton. Label Paster Feeds one-coated label from hopper, when operator pushes lever under his left hand. 4. Another view of the packing line.

### Honeycombed Kraft Paper Protects Framed Mirrors

How can you cut both your packaging costs and damage claims on shipments of framed mirrors? That was the problem facing the Heywood-Wakefield Company, furniture manufacturers of Gardner, Massachusetts. The solution was provided for them by the development of a special interior packing piece . . . kraft paper shaped in the form of a honeycomb. The added protection which honeycomb offers, enabled them to completely change their mirror package. This change-over in packaging saved them \$20,000 in container costs alone, last year!

Four long narrow pieces of double-faced honeycomb, with lengthwise slit scores, fit over all four edges of the mirror's frame. Then, the packer slides the whole assembly into a corrugated box. The honeycomb maintains a one inch space between the inside surface of the box and all parts of the mirror.

In addition to the savings in container costs, Mr. Warren Brainard, Superintendent of Pack-

aging for Heywood-Wakefield, reports that their new mirror pack also offers these other advantages.



1. Reduced Damage Claims: In old package a very high percentage of mirrors broke in shipment. Thanks to honeycomb's greater protection only one mirror has broken since changeover to new package.

2. Increased Production: They now package an average of ten mirrors an hour compared with old average of five mirrors an hour.

3. Lowered Freight Costs: Depending on the size of the mirror the new package weighs from 20 to 26 lbs. less than its original counterpart. This lighter tare weight saves money for the furniture dealer who pays the freight cost.

# The Carter Marker . . .

*an improved felt-tip marking pen*



Handsome, dual-use  
Crystal Clear Plastic  
Boxes, ideal for stor-  
ing small items in  
office, factory, home  
or hobby shop.

No. 588

Contains Marking Pen,  
Marking Ink, Cleaner, Extra  
Felt Tips.

**\$3.65**

- Tremendous Ink Capacity
- Correct Pocket Size
- Leak-Proof
- Controlled Ink Flow
- Easy to Fill

Marks, writes, draws on wood, cardboard, paper,  
glass, plastic, metal, rubber . . . almost everything.

Writes or draws in any of five colors: black, red,  
green, blue and yellow, on porous materials, and in  
these colors, plus white, on non-porous materials.

**Uses both Chisel and  
Bullet Points**

**THE CARTER'S INK COMPANY**

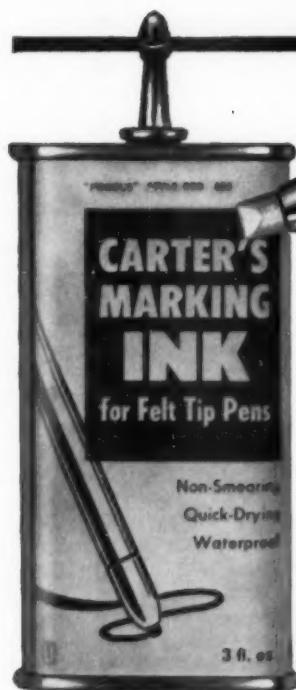
# **holds more ink than other pocket-size marking pens**

***lighter... better balanced... more compact***

No. 587

Contains Marking Pen  
and Extra Felt Tips.

**\$3<sup>00</sup>**



Carter's Marking  
Ink for Felt Tip  
Pens has handy  
pouring spout.  
Porous and non-  
porous styles  
available.

No. 685  
**65c**  
(Porous)

No. 695  
**75c**  
(Non-Porous)

**The Carter Marker Performs  
better because Carter Felt-Tip  
Inks are better!**

- Six Brilliant Colors
- Two Styles (Porous & Non-Porous)
- Quick Starting
- Quick Drying
- Non-Settling
- High Opacity
- Smudge Resistant
- Waterproof

You will find Carter Markers at Better Stationers, Office Outfitters, and Marking Supply Dealers everywhere.

**ORDER CARTER MARKERS FOR YOUR PLANT  
AND SHIPPING DEPARTMENT TODAY**

**Nos. 560 & 561**  
Handy packs of Bullet or  
Chisel Tips and Extra  
Washers. 10 Tips and 2  
Washers.

**\$1<sup>50</sup>**



**CAMBRIDGE 42, BOSTON, MASSACHUSETTS**

# NEW PRODUCTS IDEAS SERVICES

## FOR MARCH, 1955

### New Pallet Jack

A new 2500 pound hydraulic pallet jack has been developed by the General Van & Storage Company. The features of the Jack Lift include:

Simple and rugged design on six load carrying wheels insuring against load swaying over rough floors; tandem rear wheels which prevent stalling when crossing indentations and cracks; the load is raised absolutely vertically, requiring no more than three strokes of the hydraulic Jack to free load for movement and lastly the wide rigid crossbar handle permits operator clear side vision when in confined area.

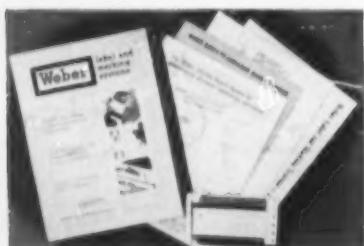
The Jack weighs 294 pounds and the length of the forks are 54" while the width of the forks is 30". The same company originated the Pallet Vault.

Check #49 on Page 4.

### File-Folder Kit

A File-Folder Kit, containing descriptive literature on various systems for modernizing shipment addressing and marking operations, and simplifying shipping paper work, is now available from Weber Label and Marking Systems.

Intended as a file-folder system rather than a catalog of products, the kit describes and illustrates methods



and techniques for addressing or marking product identification information directly on shipping containers; printing and addressing or marking shipping labels; addressing or marking tags. Systems for integrating the preparation of shipping paper

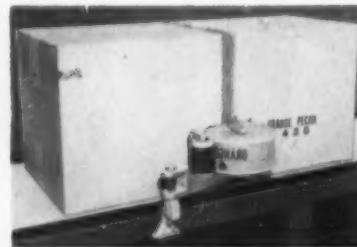
work with the actual addressing operation are also explained.

In addition to the descriptive literature, the kit also contains actual product samples for examination and trial.

Check #53 on Page 4.

### New Model Case-Marker

A new rotary, friction-driven case-marker, that incorporates three special features of interest to users of corrugated and fibre shipping cases



has been announced by Adolph Gottsch, Inc.

Like other "RolaCoder" units the new model is designed for attachment to a conveyor or case-sealer where it imprints code-dates, lot numbers, brands, varieties and similar changeable legends on sides of cases as they pass through a regular production or handling operation.

The "Model 113," however, has been specially designed to place only one accurately positioned imprint on cases over 24" long. Earlier standard "RolaCoder" markers are limited in their use to cases not exceeding 24" long. Another new feature of the "Model 113 RolaCoder" is a positioning finger which enables the marker to operate at maximum efficiency with as little as one-inch space between successive cases.

Check No. 57 on Page 4.

### Stair Climbing Truck

A new stair climbing hand truck which is said to safely double the load a man can roll up steps and treble the load he can move down stairs or ramps has just been an-

nounced by Valley Craft Products, Inc.

Designated Stair Cart, the manufacturer says it is equipped with a special ratchet mechanism which enables it to roll up stairs step by step as the operator pulls a cable drive. The two-wheel safety brakes which are said to be incorporated in the truck often prevent serious accidents when descending ramps or stairs with heavy loads since the brakes allow perfect control at all times.

Experimental models of the Stair Cart which have been in the field for several months, according to the manufacturer, have proven especially practical for handling such materials as welding tanks, barrels, drums, castings, hardware, machinery and related items.

Check #41 on Page 4.

### Open Mouth Filling Machine

Kraft Bag Corporation, manufacturers of multiwall shipping sacks are now marketing an automatic Open Mouth Filling Machine that combines high speed and accuracy in operation with low cost of installation and maintenance. The Kraft Bag Corporation Automatic Open Mouth Machine is capable of 22 to 24 100-lb. charges a minute, with one man hanging bags, using standard size and standard type open mouth bags. Such increased production means important savings in packaging costs, and the economy factor is even greater when converting from valve bags.

Because it is pace-setting, the machine requires no head of material to maintain accuracy and is so simple in construction anybody can operate it, without supervision, and its efficiency often makes it possible to eliminate a man on the line.

The machine can handle all weights from 25 lbs. to 200 lbs., with an average variance of not more than 8 oz. plus or minus under ordinary production conditions during a full day's operation. Low purchase cost, low installation cost, and extremely low operating cost is winning a great deal of attention for this machine.

Check #51 on Page 4.

# Double Packaging



keeps these tapes  
fresh as a Daisy

THE way Gummed Products Sealing Tapes are packed is more than a matter of convenience in storage . . . it's your assurance that the tape will be "mill fresh" when you are ready to use it.

STERLING SUPREME and TROJAN IMPERIAL Tapes are first packed in a moisture-proof bag. Then the bag is sealed in a corrugated carton. The sturdy carton protects the tape from physical damage during shipment and storage. The inner bag—an effective barrier against atmospheric change—keeps the tape from becoming over-moist or over-

dry. This is but another plus value you get when you use Sterling or Trojan Sealing Tapes.

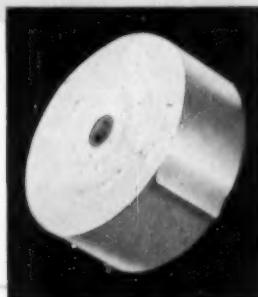
Besides the super-standard STERLING SUPREME and the standard TROJAN IMPERIAL Sealing Tapes, The Gummed Products Company offers the user many special purpose tapes. Each is an outstanding tape of unquestioned quality. Ask the paper merchant who distributes Sterling or Trojan in your locality about them. He is your dependable source of supply for all your paper and tape requirements.

*Sterling Supreme*

Super-standard in quality  
Super-standard in efficiency

**Trojan Imperial**

The finest standard sealing tape  
on the market

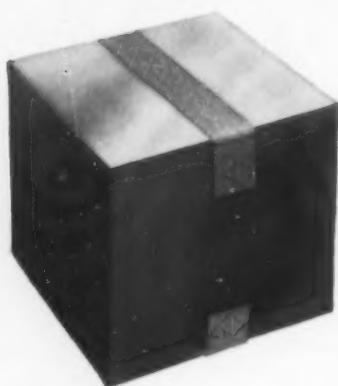


**The  
GUMMED PRODUCTS  
Company**

... Specialists in the gumming of  
printing papers and sealing tapes

Main Offices and Mills: **TROY, OHIO**—Sales Offices: Atlanta, Chicago, Cincinnati, Cleveland, Los Angeles, New York,  
Philadelphia, St. Louis, San Francisco—Distributors from coast to coast.

# THE SnakeTape IDEA...



use 2 strips only!

**IT'S 2/3 FASTER** because you seal only the two center seams!

**IT'S 35% STRONGER** because *reinforced* Snake Tape has strap-like strength. Strength you'll find in no other gummed tape because it's reinforced with *rayon* yarns...the same rayon yarns used in the best auto tires for superior shock absorbence.

**PROVE TO YOURSELF,** and at our expense, how much you can save in sealing time and in damage claims. Send for FREE sample of Angier Snake Tape now.

Free - 15 yd. sample



ANGIER CORPORATION  
Framingham 9, Mass.



## TRAFFIC TOWER

### AROUND THE TRAFFIC WHIRL:

AN EIGHT WEEK training program in freight traffic management began on Thursday, February 17 for seventy-five Signal Corps Supply Agency key military and civilian employees. The program is designed to familiarize personnel not engaged in the traffic field with basic transportation procedures.

At the opening session, Lt. Colonel E. F. Waggoner, Traffic Management Officer from the Office of the Chief Signal Officer, discussed "Traffic Management World-Wide." In the same session, Mr. F. X. Dunleavy, Office of the Secretary of Defense talked on Department of Defense Traffic Management Policies.

On succeeding weeks, outstanding speakers will explain the transportation considerations and techniques which lead to greater economy and efficiency in the supply system. Mr. Sheldon R. Lewis, General Traffic Manager of RCA, will discuss Industrial Traffic Management. Discussions on the different modes of transportation such as barge, highway, rail, and ports are included to provide a well rounded training program.

Mr. Leon W. Morse, Chief, Transportation and Management Office,

### Packing a Punch

(Continued from Page 6)

cause unnecessary handling and storage.

2) Thus coordinated organizationally, physical distribution functions are also coordinated operationally. The Director can see, for example, when a new program is needed to tie together traffic and warehousing to save money in both, or when a small change in packaging will make a major difference in materials handling.

3) Under an experienced Director, physical distribution becomes the full-time responsibility of an expert, rather than the uncoordinated responsibility of low-echelon officials whose real interest and capabilities lie elsewhere.

Signal Corps Supply Agency, is coordinating the training program and also serving as one of the speakers.

CHARLES H. TRAYFORD, of Charles H. Trayford and Associates, was the featured speaker at the recent dinner meeting of the Women's Traffic Club of New York, Inc. Mr. Trayford's subject was "Motor Carriers-Certificates and Interpretation thereof."

THE WEST TOWNS TRAFFIC CLUB, Bellwood, Illinois, held its annual "Industrial night" dinner. A highlight of the evening's entertainment were films of the recent Mau Mau uprisings in Africa.

THE LAWRENCE COUNTY TRAFFIC CLUB of Pennsylvania recently held its third annual Ladies Night. Despite poor driving conditions the function was well attended. Chairman Bill Ungars of the Universal Rundle Co. was the man responsible for the excellent entertainment.

THE NEW YORK UNIVERSITY CHAPTER OF DELTA NU ALPHA NATIONAL TRANSPORTATION FRATERNITY meeting, which was held in Feb., was highlighted by an address by Robert E. Crowley, the Director of Transportation for the Colgate-Palmolive Co.

### "LISTEN MR."

(Continued from Page 14)

of the states and the time that the carrier servicing these states will pick up the merchandise. She also knows that the orders are picked up on a regular schedule of, let's say, 10:00 in the morning, 12:00 noon, 2:00 in the afternoon and 5:00 in the afternoon. If the time that she starts to type her orders is 9:30 in the morning she realizes that it would be impossible to get the orders to Alabama and Louisiana because the pick-up is at 10:00 o'clock and she would not have the orders ready.

(Continued on Page 27)

# FOR FASTER DELIVERIES



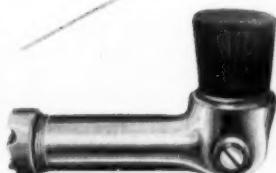
**mark your shipments  
with Garvey's ink  
and other shipping  
room supplies**



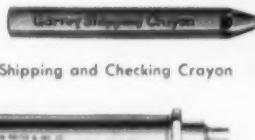
Garvey's Flo-Rite  
non-clogging marking  
pen and kit.



Garvey's famous Ace of Spades, waterproof and non-clogging ink.



New Rite-angle, non-leaking  
Fountain Stencil Brush



Shipping and Checking Crayon



Deluxe Featherweight Fountain Marker



Model B Fountain Stencil Brush



Garvey's Famous Stencil machine.

For years, the name Garvey has been a symbol of the finest in inks, fountain brushes, stencil machines and other equipment for marking shipments and other products—equipment that has been specifically designed to add to the efficiency and economy of shipping room operations.

If you want to save time, labor and money, and at the same time facilitate the handling of your shipments, use Garvey marking equipment on them.

A letter or call will bring a Garvey representative—a specialist in shipping room operation—or a handy little Guide, which contains a complete outline of Garvey products.

# Garvey

fountain brush & ink company

4379-87 DUNCAN AVENUE • ST. LOUIS 10, MO.

# ..... NEWS - ..... ..... PROMOTIONS .....

of companies and associations

**CLARENCE I. LEE**, president of the Hampton Manufacturing Co., New York, has been elected president of the Pressure Sensitive Tape Council at the association's second annual meeting held at White Sulphur Springs, West Virginia. He succeeds M. Davier of Van Cleff Brothers, Chicago.

**GEORGE B. GREENWOOD**, a member of the Gair Co., since 1930 when he joined the firm's industrial engineering department, was elected vice president at the meeting of the Board of Directors.



George B.  
Greenwood



George Bowen



Francis Taylor

Two other appointments were also announced. Francis Taylor, formerly of Young & Rubicam, has been named director of the public relations and George Bowen, who has been with the company since 1953, has been made manager of the advertising department.

**L. V. BURTON**, executive director of Packaging Institute, Inc., since 1947, retired from active direction on March 1, 1955. He will, however, remain on the staff as a part-time consultant in charge of editorial services.

**MR. HILLER G. BOUTIN**, president of Lamson Mobilift Corporation has announced the appointment of John Titlow as manager of sales. In

his new position he will have complete charge of sales and service for the Mobilift line of sit-down and stand-up fork lift trucks.

**PITNEY-BOWES, INC.** announces that effective April 1, Edward V. McDonough is appointed comptroller, succeeding Frank H. van Duzer, who resigned. Mr. McDonough joined PB as a war accountant and became manager of cost accounting four years ago.

**WILLIAM MAZER**, president of the Hudson Pulp & Paper Corp., has announced the appointment of T. T. (Tex) Collins, Jr., as technical director with headquarters at the Palatka, Florida mill.

**LAMSON CORPORATION**, Syracuse, New York, manufacturers of con-

veyors, and automatic pallet loaders, announces the appointment of Louis C. Billings as Commercial Division Field Engineer.

**H. D. WELLINGTON** has been appointed western sales manager of Gilman Paper Company and its subsidiaries. Mr. Wellington is going to

**THE J. LEO COOKE WAREHOUSE CORP.**, of Jersey City, has announced the opening of a 100,000 square foot warehouse in Trenton. The new warehouse features the most up-to-date equipment in warehousing and distribution.

**GATEWAY TRANSPORTATION CO.**, La Crosse, Wisconsin, has been  
(Continued on Page 27)

**FREE TRIAL**  
in your plant

the

**IDEAL** 200E

*Electric*

**CLIP-A-TAPE**

Push a button...  
get the exact tape length desired

**Save 20% to 45% in TIME and TAPE**

*Proven by actual use in plants*

**WRITE**  
for free trial to

**IDEAL STENCIL MACHINE CO.**

108 IOWA AVE.

BELLEVILLE, ILL.

## Two Wheel Truck

(Continued from Page 13)

a pivoting platform a few inches off the ground. His idea was to construct wooden pallets, upon which the sugar or flour could be stacked, and under which the two-wheeler could be easily inserted. He took his idea to a Cincinnati firm, only to discover that the Twin-Tilt Truck Co., was already building such a two-wheeler under patent. He bought several of the trucks and went to work building pallets. After putting the system to work, he happily discovered that it was costing him less money; he was saving time and his clients were multiplying.

Says Beiersdorfer, "I'm doing more work with four trucks than most haulers are doing with eight—and it takes me half as long."

Here's how he does it. His men load the sugar or flour in stacks of seven, on the wooden pallets. From railroad or barge terminal, the bags remain on the pallets until they are actually used in the manufacture of candy, bread or preserves. Thus, the 100 pound sacks are handled individually only once: from then on, they are transported in groups of seven. Formerly, the bags had to be carried or thrown one-at-a-time into the vans, out of the vans and into the store rooms of the users.

## Truckers Keep Out

Very often, a fast operation required as many as five men to do the job. Beiersdorfer's men help with the actual loading and unloading, where many other truckers just drive and let the customer do his own work.

Even then, before using the twin-tilting trucks, a typical client, the Cincinnati Preserving Co., had to supply two to three men in addition to the two on Beiersdorfer's trucks. These men had to be taken off production, resulting in a loss of time and money—one which the new type two wheelers cut considerably.

For, where four to five men were once required to empty a truck load of sugar in 30 minutes, one or two men can now do it in 15 to 20.

Jerome Cohen, a partner in the Cincinnati Preserving Co., is one of Beiersdorfer's most enthusiastic clients. Says Mr. Cohen, "We've used Pep's services for 15 years because we think a lot of him personally. But since he started using the two-wheel, platform pivoting loading arrangement 10 years ago, he has cut down so much on our time and manpower costs that now we couldn't afford to be without him.

"Besides that," he continues, "we no longer

## Tests proved

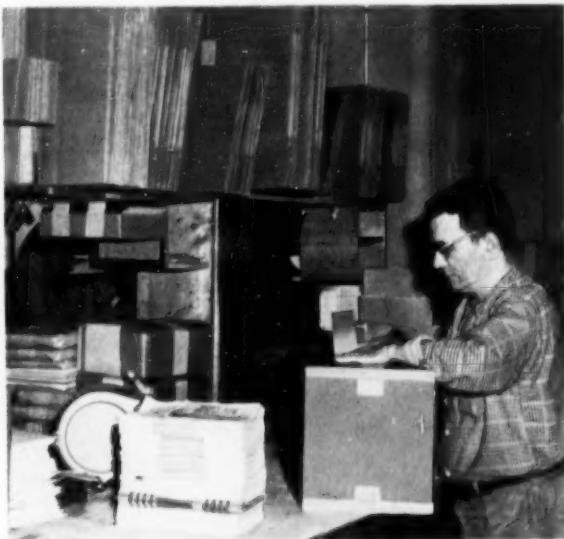
# TUF-TAPE

## does a better job

Faster packaging, no more complaints from consignees . . . that's Tuf-Tape's record since Science Research Associates standardized on this reinforced gummed tape for every sealing job.

Before switching to Tuf-Tape, these Chicago publishers of educational material tested Tuf-Tape against other reinforced and standard gummed tapes. Tuf-Tape came out ahead on every count.

Only Tuf-Tape held, unbroken, when a 200-lb. carton was dropped repeatedly. Tuf-Tape's exclusive, Green Core gumming gripped quicker, held permanently with less rubbing. No wonder reinforced Tuf-Tape is the only sealing tape you'll find in the S.R.A. shipping room today!



Nick Brady, veteran of 14 years in the S.R.A. shipping room, seals a heavily loaded carton with Tuf-Tape. Shipments of books and other published materials weigh from 5 to 90 lbs.

Tuf-Tape is non-asphaltic and reinforced lengthwise. If you need extra strength across as well lengthwise, specify Bi-Di, the tape that's bi-directionally reinforced. Bi-Di has an asphaltic binder. Both Tuf-Tape and Bi-Di tapes have water soluble gunnings. Write for samples and complete data.

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### AMA Convention

(Continued from Page 9)

before, according to A. K. Thorn, AMA packaging division manager. Particular emphasis will be placed on the potential for greater efficiency and cost savings represented by the packaging of both consumer and industrial goods.

At concurrent sessions a number of specific areas will be explored in detail. These will include standardization, instrumentation, quality control, and the correlation of design in both the product and its package.

The conference also will describe new materials, new packaging procedures, and new sales concepts. Companies to be represented on the program include U. S. Radiator Corporation, Detroit, Mich.; General Foods Corporation, Hoboken, N. J.; and three divisions of General Motors Corporation, the Ternstedt Division, Trenton, N. J., the Buick Division, Flint, Mich., and A. C. Spark Plug Division, Flint, Mich.

The conference will open at 10 a.m. Monday, April 18, and close after lunch on Wednesday, April 20. Tuesday and Wednesday sessions will begin at 9:30 a.m.; Monday and Tuesday sessions will close at 5 p.m.

The exposition will be open for 32 hours, six more than last year. Exhibit hours will begin at 10 a.m. each day; closing time will be 6 p.m. on Monday and Wednesday, 9 p.m. on Tuesday, and 3 p.m. on Thursday. There is no admittance charge.

### EXPOSITION TIME SCHEDULES

Monday, April 18—10 a.m. to 6 p.m.

Tuesday, April 19—10 a.m. to 9 p.m.

Wednesday, April 20—10 am. to 6 p.m.

Thursday, April 21—10 a.m. to 3 p.m.

### Tariff Rack Takes Drudgery Out of Rate Work

More and more motor carriers are switching to a tariff rack that's taking the make-ready and put-away out of rate work. Gone is the drudgery of finding, reaching, hefting, opening, closing and replacing bulky, loose-leaf binders. Gone are the stacks of three or four open binders often required to check out a rate. These open racks bring reference to finger-tip range and slash the 30% of unproductive time rate men formerly wasted on the physical handling of tariffs.

The idea is not new—parts houses have been filing parts catalogs in such binders for years. Some unknown rate clerk spotted the possibility

(Continued on Page 34)

## "Listen Mr."

(Continued from Page 22)

Therefore she would take the orders for the next pick-up which would be Idaho and California and type these orders up. The pick-up from the order department to the shipping department is at noon, consequently the shipping department would have these orders in time to get on the 2:00 P.M. pick-up truck.

The order typer would continue on this schedule throughout the day after having completed Idaho and California, she would then go on to the orders for Georgia and then Kentucky and eventually Alabama and Louisiana.

It can readily be seen that by sorting the typing of orders to coincide with the schedule of both pick-ups to the shipping department and the truck pick-ups the majority of orders can be processed on time to go out the same day.

Under the old system of just picking orders at random much time might be spent on Alabama and Louisiana as well as Kentucky, Georgia or any states which might fall in there and therefore orders for Alabama, Louisiana, Idaho and some for California might not be typed up until late in the afternoon, thereby missing their carrier.

It is our feeling that with the proper liaison and patrolling a combination of the shipping procedure mentioned in our column of January plus the cooperation and system used by the order department as listed above can definitely increase delivery time and get orders out the same day.

On the surface, this might seem to be a very complicated system and procedure, but, in effect, once it is under control and operating efficiently, orders not only go faster through all departments, including order and traffic, but it enables us to "spot" or "pull out" any cancellations or corrections which might come in in the meantime.

## News-Promotions

(Continued from Page 24)

gun construction of a new, half-million dollar terminal, president W. Leo Murphy announced. The buildings, being built on a 10-acre site in West Allis, will enable the firm to quadruple its freight handling service to Milwaukee area shippers, it was revealed. Terminal features will include: a truck tow underfloor conveyor system, completely enclosed truck loading docks accomodating 20 trailers at the same time, centralized dispatching, complete garage facilities and the latest improvements in equipment and control methods including direct teletype connection with 24 other terminals of the company throughout the Midwest area.

**THE WM. SPENCER & SON CORPORATION**, established since 1856, in New York, have announced opening of a new export packing division and marshalling yard at Port Newark, New Jersey. The new division, with complete terminal facilities, comprises 16,000 square feet, a 10 ton overhead crane, railroad sidings to the Lehigh Valley, Pennsylvania and Central RR's of New Jersey. There are also truck delivery accommodations.

DONALD E. RYAN, vice president of the Edgewater Paper Co., was unanimously re-elected president of the **Waterproof Paper Manufacturers** at their recent convention held in Chicago.



Donald E. Ryan

Members of the board of directors elected at the meeting were:

Mr. Ryan, Mr. Shorter, S. A. Feely of the Keystone Roofing Manufacturing Co., York, Pa.; Stanley G. Yount of the Southland Paper Converting Co., Los Angeles; Ford A. Larrabee, Cincinnati Industries, Inc., Cincinnati; A. J. Thiel, Angier Corp., Framingham, Mass.; Douglas Donovan, Specialty Converters, Inc., East Braintree, Mass.; Charles Judge, American Sisal-kraft Corp., Attleboro, Mass.; A. A. Scholl, Bagpak Division, International Paper Co., New York City; and E. A. Rounseville, Glas-Kraft, Inc., Longdale, R. I.



## MARSHIAN TAPER LICKS HERSHEY CHOCOLATE SHIPPING PROBLEM

Hershey Chocolate Company's packaging operations have been speeded up with Marsh Electric gummed tape dispensing machines. They're called "DIAL-TAPERS" because you just dial the tape length needed. Tape is measured

accurately, moistened with warm water, and cut off clean, ready to seal with one pass of the hands. Users save up to 25% in tape . . . 50% in time with the Marsh Electric DIAL-TAPER. It's amazing.

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"The Marshian Story" of Electric Taping. Clip this ad to business letterhead with your name. MAIL TODAY!

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kill our men by having them haul those 100 pound bags around. And since we no longer have to take our men away from their regular jobs, we save a half-hour's wages for each of the two or three we formerly supplied."

The story from Kern Foods, Inc., a Cincinnati manufacturer of hard candies, is similar:

"Whenever we receive sugar," says Irwin F. Kern, Sr., a partner in Kern Foods, "we had to pull men off the job of making candy. Our other hauler would drive up and carry the bags to the van's tailgate, while our men unloaded. Then Beiersdorfer came along with his twin-tilting arrangement, offered me the same price, delivered the sugar in one-quarter of the time, and still allowed me to keep my men on their proper jobs. It saved me time, money and labor."

#### No More Headaches

The Schulze Baking Co., one of Cincinnati's largest bread manufacturers, sometimes uses as high as two railroad car-loads of sugar and flour each day in the manufacture of "Butternut Bread." This firm is one of Pep Beiersdorfer's biggest clients.

Mr. Russell Wiedeman, manager of the bread department, reports that when he joined the firm a year ago, he found an inefficient and expensive operation involved in the unloading of flour and sugar.

"I ran a cost check and cancelled our outside hauling," he says. "I figured we could do it cheaper, even though it meant hiring more men and buying more trucks. Then Pep Beiersdorfer came to me and submitted an estimate on what he would charge to handle the entire job. His price was good, he put on new trucks, and even rigged up a new chute system for us. Why should we have the headaches of handling when he could do it so cheaply?"

One of the most important by-products of the new two wheel truck tilt system, according to

Mr. Beiersdorfer, has been the tremendous savings in breakage. "We used to average 15 to 20 broken bags of sugar per railroad carload," he reports. "Now, breakage is negligible."

"But of more importance to me is the fact that before we used the twin-tilting trucks, we had to cart this sugar on our backs. Try that sometime. No matter how strong you are, you can't cart 10 or 20 tons of sugar per day and have it do you any good."

The hauler reports that one of his trucks can handle an average of 625 bags per day, as compared to 400, the average he estimates other haulers are handling. "And we can handle over 1000 if we have to," he points out. "With my four trucks, we average 25 loads a day, and have handled as many as 40 loads. That's a lot in any hauler's book."

All of the plants where Mr. Beiersdorfer delivers sugar have made up their own pallets and the hauler has his own supply. Hauler and client swap these pallets back and forth daily. Several of his clients have scrapped their earlier methods of in-plant transportation and now use the special trucks on Mr. Beiersdorfer's recommendation.

#### Tuning In

(Continued from Page 16)

Sperry Gyroscope, Great Neck, Long Island, was the main speaker. Mr. Anderson outlined the tremendous growth of packaging since 1941. To demonstrate the growth of packaging, Mr. Anderson outlined the size of his department and the qualifications of men in it. For example, the combined experience of engineers in the division includes mechanical, chemical and agricultural engineering and commercial art.

Mr. Anderson emphasized that SIPCME should continually endeavor to raise its standards to that eventually it will reach the level of other national engineering societies.



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## National Merchandise Service

(Continued from Page 12)

### MERCHANDISE AND FULL LOAD CARRIERS

Truckers

Railroads

Water lines (Ocean)

### EXCLUSIVE FULL LOAD CARRIERS

Pipelines

Barge lines

Thus we now have seven carriers of merchandise, that can be classified as follows:

One government agency, handling parcels only. One premium price surface carrier (a railroad pooling service that pools nothing except at a premium price), operating on railroads.

Consolidating agencies that restrict their efforts to instances where there is profit (using rail or motor).

A super-price, super-speed, air service  
The real merchandise haulers—the motor carriers.

Railroads—With a wet baby in their hands they are afraid to drop.

An insignificant, delayed service, break-bulk, restricted water service.

Out of this aggregation there is not one single medium for handling merchandise from and to everywhere with simplicity at usable rates. The motor carriers come nearest to filling the bill, but when one looks at their tariffs it will be seen why the qualifying term "with simplicity" has been used. From the age old precept of railroads, and due to their competition, the motor carriers have followed in their footsteps for a long way, but have departed from it in the field of simplicity, especially on joint line hauls and on "quantity" shipments of 2,000, 4,000, 5,000, 6,000 shipments.

Each of the seven types of carriers handling merchandise has its own individual rates, classifications, rules, routing restrictions, rate restrictions, etc. To determine what the best (lowest cost) rate and route is, a shipper must have an expert traffic manager to find, search, read and interpret these colossal and cumbersome extravaganzas. When a shipper has no one experienced in this field, he must go out in the open market and get one; or he can close his eyes and say meeny-miny-mo; or make a half dozen telephone calls, verifying one source against another. One large-city Chamber of Commerce recently had a member call and ask "What is a Freight Forwarder?"

There is a classic tariff—if there could be such a thing—that provides three scales of rates, all by different groups of carriers. And all by intra-

## STAPLING A CARTON THE FAST, EASY WAY with Air!



### New DUO-FAST AIR PLIER

Lightweight — Easily Portable

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No need to take the work to a big, stationary stapling machine. You can use the Duo-Fast Air Plier where it is most convenient—take it to the job.

A flick of the trigger does the stapling job. Ideal for stapling many types of cartons, making corrugated fillers, sealing heavy bags, and many other industrial stapling jobs.

### And Here's the Answer to Another Stapling Problem



### New DUO-FAST OC STAPLER

It Clinches the Staple Without an Anvil!

Just compress the handle. A special mechanism diverts the staple legs out and up in a clinching action. No anvil is needed. Staple does not penetrate the material.

Solves problem of fastening tags to filled cartons, making temporary closings of carton flaps, and other jobs where anvil-type stapler cannot be used. Stapler can be easily converted to an automatic tacker for other jobs.

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by Leslie A. Bryan

Director, Institute of Aviation  
University of Illinois, Urbana

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"**N**OBODY in traffic, packing and shipping can complete a study of this book without enhancing his knowledge of this rich and complex field and getting a clear idea of how to set about solving its problems," writes "Shipping Management" of TRAFFIC MANAGEMENT IN INDUSTRY.

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state routes. There is still a fourth group that operates via interstate routes—on the other side of the river! At still different rates, of course.

Another startling feature of the different practices of the different types of carriers is their classifications. To the post office department, a parcel is a parcel of so many pounds. It matters not whether it be a shirt or a diamond, so far as the carrying charge is concerned. When we get to the express classifications we find that the basic "classification" is first class, with very few articles taking either a higher or lower rating, except that foodstuffs usually take a lower basis of 75% of first class.

Via motor, rail, freight forwarders and water we have at least two classifications for each, and each is several hundred pages thick with thousands of description entries of commodities. Many of these are generic descriptions, such as "Machinery and Machines, not otherwise indexed by name and not more specifically provided for." Each such classification is supplied with a profound set of "Rules," and so many bill of lading forms that not 5% of the Traffic Managers of the country probably know the difference in some of them. Also, the packaging requirements are not always the same for rail as for motor. And of course packaging for parcel post, express and air is still different.

The railroads have lost their preeminence as carriers of merchandise and are now on the "short side."

Can there be any doubt that the railroads are not able to render a real merchandise service in the present state of things? Can there be any doubt that there is a public need for a real, overall, national type of merchandise service?

It is in this field that all of the principal types of merchandise carriers have failed. Express, because their rates are too high, and probably for a few secondary reasons. Freight forwarders, because there is no profit in the traffic other than from and to selected areas. Motor carriers, because they have wanted to skim the cream, be lone wolves and discourage joint line traffic. Railroads, because their service is so poor.

### Lets Have a National Merchandise Carrier

What this country once needed was a good five cent cigar, but what it needs today is a national merchandise carrier. One that a shipper can call on the phone and say "come and get it," and then forget about the route it is going to take getting there. One that will have a zone system of rates patterned after the express or parcel post rate system. One that is not bound up with an encyclopedic type of classification. One that can operate

over rails or highways, or both. One that can operate economically and at reasonable rates.

Who can best render this type of service? **The Railroads!** But first they will have to be given the right to operate on the highways. Either part way or all the way. What difference does it make whether they operate on the highway all the way, part of the way, or none of the way when direct rail service is best.

Another thing that will have to be done is to make the rates at the right level, so they won't have competitors come in and take it away from them because of the spread in their carload and merchandise rates, as is presently being done by freight forwarders, or local consolidators. There will always be some of it, to be sure, but today's rate structure caters to it, in fact fosters it.

This ideal of a national merchandise service is not claimed to be new. In one form and another it has been hashed around the country for a decade or more. But because of the lack of a means of making the most of their facilities—because of denial of access to the highways, the railroads have not been eager for it. It is believed now is the time to make it possible. Let the railroads either get out of the merchandise business or get into it!

What is called public convenience and necessity, in legal terminology of the Interstate Commerce Act, justifies it. If the railroads are given the legal means of putting it into operation, they should be anxious to put it into effect. If they are not, then let them close the doors of their merchandise terminals and let some one else handle it.

Also, we would go farther than this and say: Let the railroads acquire presently operating motor carriers engaged in merchandise service, if that is necessary for the inauguration of such a service.

Also, if the motor carriers themselves wish to institute such a national merchandise transportation system, open the doors wide.

There is no reason why anyone should have a monopoly. There is probably room for more than one system.

There is room for progress here. There is an ever increasing need for it. The dynamics of industrial distribution will soon force it. That helter-skelter types of conglomerate distributive systems has been tolerated so long is only because the world has been too occupied with other things.

#### Plan for a National Service

What kind of plan could the railroads evolve to bring about a National Merchandise Transportation Service, and at rates which would assure its success? Obviously space in this paper does not warrant the presentation of a detailed plan,



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rather it must be of a nebulous nature. The details can be worked out and supplied later.

That a National Merchandise Transportation Service, as stated, would be in the public interest goes without saying. It can be brought about if there is a will to establish such a service, a service that will go everywhere.

The railroads could be set up such a service by reorganizing the Railway Express Agency facilities and taking over the freight forwarders. Then by permitting the railroads to get on the highways with their own or leased trucks or contracting with established motor carriers to serve as pickup and delivery carriers to and from concentration and distributing points, a complete co-ordinated surface carrier merchandise service would become a reality.

Merely to illustrate, concentration points could be set up in New England at say Portland, Me., Boston, Worcester, Springfield, Mass. Hartford and New Haven, Conn., Providence, Rhode Island and Rutland, Vt. Motor carriers to pickup the merchandise and haul it to the concentration point where carloads would be made up to a number of key distributing points where the motor carriers would pick up the merchandise and distribute to points within a certain radius. The motor carriers might be owned and operated by the railroads or contract and independent motor carriers could be brought into the plan through appropriate working arrangements.

By bringing the merchandise into certain key or concentration points there would be sufficient tonnage to make up through cars to certain key distribution points which could be established throughout the country. A net work of concentration point would obviously be a distributing point for inbound traffic from other concentration points, etc.

Now as to ratings and rates—there shouldn't be more than three major ratings—one say at class 50 for raw or semi-raw materials, one for general merchandise at about class 70 or 77½ and one for perishables and extremely high valued merchandise. Some exceptions could be made on certain types of merchandise as experience might dictate and commodity rates might likewise be published when conditions warrant. But in the main a scheme of ratings as outlined would probably attract to the service the bulk of the merchandise traffic.

A National Merchandise Transportation Service can be set up.

There is a viewpoint to the effect that there should be a coordination of Rail-Motor service, which entails joint rates. It is understood the motor carriers are willing but the railroads are not. This may be a suitable solution, but only if

the extent of it is truly national. Shippers, of course, will not force it, for it is too great a legal task.

If the national merchandising scheme is not embraced, then it is suggested that the coordination, joint-rate, scheme be made compulsory, so that one carrier can force another kind into it.

Seemingly, however, this is a poor substitute for a single line, national carrier scheme, with undivided responsibility, simplicity of tariffs, no routing restrictions or complications. It will be a great day when the shipper can call and simply say: "Come and get it!"

### Bulkhead Permits Mixing

(Continued from Page 15)

shipments which might suffer damage from cold. And faster service is the result of mixed shipments expediting full pay loads, thus reducing trailer delay.

The bulkheads are used to separate the refrigerated portion of the load from the rest of the cargo. Since all the trucks and trailers in the Consolidated fleet have doors up near the front of the van, the refrigerated cargo can be loaded or unloaded without shifting or unloading other items on the opposite side of the bulkhead.

Approximately 800 to 900 bulkheads are now in service. Previously, they were carried by each truck whether in use or not, but now ample supplies are stored at principle terminals for use only when needed.

Each bulkhead consists of two sheets of 4 x 8 foot 5/8" fir plywood hinged with strap hinges and cut to fit the shape of the inside of the truck. On the top and side edges of the bulkhead pieces of rubber 1/8" thick and a little less than 5" wide have been bent around the edge of the panel to form a tight sealer. Heavy canvas is used on the bottom edge for the same purpose. The rubber and canvas is fastened to the panel with 2" strips of 1/4" fir plywood.

The plywood bulkheads are also used extensively as load dividers and for palletization of heavy machinery. E. A. Paulson, body shop superintendent, says they take a terrific beating but that damage and repair costs remain at a minimum. He adds that the bulkheads economical and easy to produce, pointing out that their insulation value is practically as effective as that afforded by a full thickness of conventional insulation.

### Diesels Are Work Horses

Diesel-electric locomotives performed about 77 per cent of all freight train service of the United States in November 1953, based on gross ton-miles of cars, contents and cabooses; 83 per cent of all passenger train service, based on passenger-car-miles; and 85 per cent of yard switching service, based on locomotive-hours.



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### FOR SALE

FOR SALE, APPROXIMATELY 1,055 feet gravity conveyor, 15 in. wide overall, slightly used. Write Box 454, SHIPPING MANAGEMENT, 425 Fourth Avenue, New York 16, N. Y.

STORAGE OR WAREHOUSE for sale or rent. Ridgewood, Brooklyn — heavy floor load, high ceilings, loading platform. Approx. 25,000 sq. ft. consisting of 3 buildings, all inter-connected. Each floor approx. 3,000 sq. ft. All for sale, or will rent each building separately. Also, drive-in garage with office available. J. E. Dailey, 61-20 71st Ave., Ridgewood 27, N. Y. HE 3-3400.

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**READ SHIPPING MANAGEMENT  
Every Month  
TOPS IN THE FIELD!  
\$3.00 per year**

### Tariff Rack Cuts Drudgery

(Continued from Page 26)

of adapting the racks to tariff use. Upon investigating, he must have found that each tariff could have its own holder with posts to fit any style of posting—a fact that makes it easy to withdraw a book for posting of corrections. He must have discovered the racks could be purchased to hold from 6 to 48 inches of books.

Mounted on a slanted rack, the tray of tariffs lies immediately in front of the work area within easy reach. With tab labels of distinctive colors marking sections in each Tariff, thumbing and searching are kept at a minimum. A shaded fluorescent fixture is available to furnish adequate lighting at the point of need, thus solving a long-standing problem in this close work.

For some jobs, desk top installations are impractical. Typewriter tables will handle small racks while some carriers have fashioned rolling stands for larger racks. One advantage of the mobile installation is that it allows multiple use of a set of tariffs under some circumstances.

Tariff men have taken particular interest in a carrying case which can be used with this filing system. Up to 12 inches of tariffs can be unlocked from a rack and the sections locked into these attractive leatherbound cases.

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The highest rank  
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In gummed tape,  
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**GILMAN GUMMED TAPE**.

It is bought with  
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When a supplier  
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compliment, but  
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Don't buy gummed tape  
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Insist on the real thing  
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**There is only one**

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The most quality-conscious  
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Please send me sample roll  
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INDIVIDUAL \_\_\_\_\_ TITLE \_\_\_\_\_



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30 years  
of  
*Counterboy*  
"know how"  
guarantees  
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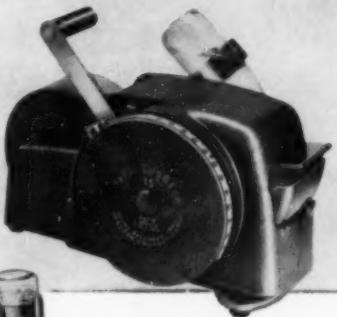
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World's Largest  
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Tape Shooter 75



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NEW! High in value  
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Best value of any  
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**COUNTERBOY 120**

All of Better  
Packages' 34 years  
of shipping room  
machine know-how  
is built into this  
top quality, heavy  
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Counterboy 120  
moistens better,  
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**TAPE SHOOTER 100**

Popular, rugged tape  
dispenser, work-  
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in general shipping  
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**CHOOSE FROM 57 MODELS**  
for gummed or  
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